



# 2027 Media Kit

Connect to the  
**GLOBAL STEEL INDUSTRY.**  
Partner with AIST and  
expand your reach!





# About AIST

The Association for Iron & Steel Technology (AIST) is an international non-profit organization with more than 18,500 members.

AIST is recognized as a global leader in networking, education and sustainability programs for advancing iron and steel technology.

Our mission is to advance the technical development, production, processing and application of iron and steel.

# Why Advertise With AIST

With 29 technical areas of interest, *Iron & Steel Technology*, AIST's monthly journal, covers steelmaking from raw materials to finished products.

On average, approximately 19,000 copies of *Iron & Steel Technology* circulate each month, with more than 30+ potential bonus distribution opportunities throughout the year.

## AIST Members by Job Function\*

|                                                  |                               |
|--------------------------------------------------|-------------------------------|
| <b>30%</b> Corporate Management & Administration | <b>17%</b> Sales & Marketing  |
| <b>20%</b> Engineering                           | <b>8%</b> Other               |
| <b>19%</b> Maintenance Operations                | <b>6%</b> Research & Academia |

## Advertising Reach

| <b><i>Iron &amp; Steel Technology Magazine</i></b> | <b>Digital Advertising</b>             |
|----------------------------------------------------|----------------------------------------|
| <b>19K**</b> I&ST Monthly Distribution             | <b>993K</b> Average Monthly Visitors   |
| <b>3,586</b> Companies Reached                     | <b>227K</b> Average Monthly Page Views |
| <b>60</b> Countries Reached                        | <b>40K+</b> Email Database             |

## Event Statistics

| <b>AISTech</b>                          | <b>Conferences &amp; Webinars</b>     |
|-----------------------------------------|---------------------------------------|
| <b>9K</b> Industry Personnel Attendance | <b>4,400+</b> Annual Attendance       |
| <b>100+</b> Sponsorship Opportunities   | <b>41+</b> Events in 2025-2026        |
| <b>500+</b> Technical Presentations     | <b>100+</b> Sponsorship Opportunities |
| <b>700+</b> Exhibiting Companies        | <b>45+</b> Attendee Countries         |

*\*Stats from July 2026 month end.*

*\*\*Includes print and digital copies distributed to professional members, students and subscribers.*

Iron & Steel Technology – Monthly Publication

Editorial Calendar

| Month and Feature Topic                                                                          |                          | Ad Closing Date | Material Due Date | Bonus Features                                                                                                                                                                    |
|--------------------------------------------------------------------------------------------------|--------------------------|-----------------|-------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| JANUARY<br>Steelmaking Technologies<br>(Electric Steelmaking and Oxygen Steelmaking)             |                          | 13 NOV 2026     | 19 NOV 2026       | Electric Arc Furnace Roundup*<br>Basic Oxygen Furnace Roundup*<br>Winners of the Project Excellence Award<br>Winners of the Reliability Achievement Award                         |
| FEBRUARY<br>Plant Services<br>(Maintenance & Reliability, Project & Plant Management, and Rolls) |                          | 14 DEC 2026     | 18 DEC 2026       | Winners of the Energy Achievement Award                                                                                                                                           |
| MARCH<br>Cold Sheet Rolling, Processing, Coating & Finishing                                     | Buy 2 Ads, Get 1 Free*** | 18 JAN 2027     | 22 JAN 2027       | AISTech 2027 Preview<br>Galvanizing Lines Roundup*<br>Cold Mill Roundup*                                                                                                          |
| APRIL<br>Coke & Ironmaking                                                                       |                          | 15 FEB 2027     | 19 FEB 2027       | AISTech 2027 Preview<br>Developments in the North American Iron & Steel Industry – 2026<br>Coke Oven Battery Roundup*<br>Cokemaking Byproducts Roundup*<br>Blast Furnace Roundup* |
| MAY<br>Digitalization Applications                                                               |                          | 19 MAR 2027     | 25 MAR 2027       | AISTech 2027 Show Issue                                                                                                                                                           |
| JUNE<br>Material Handling, Packaging & Transportation                                            |                          | 21 APR 2027     | 27 APR 2027       |                                                                                                                                                                                   |
| JULY<br>Ladle Refining & Refractories                                                            |                          | 17 MAY 2027     | 21 MAY 2027       |                                                                                                                                                                                   |
| AUGUST<br>Decarbonization Technologies<br>(and Energy & Utilities and Environmental)             |                          | 21 JUN 2027     | 25 JUN 2027       | AISTech 2027 Conference and Exposition Review<br>DRI-HBI Roundup*                                                                                                                 |
| SEPTEMBER<br>Continuous Casting                                                                  |                          | 20 JUL 2027     | 26 JUL 2027       | Continuous Caster Roundup*<br>Global Steel Dynamics Forum Recap<br>MS&T27 Program                                                                                                 |
| OCTOBER<br>Process Metallurgy & Product Applications                                             |                          | 16 AUG 2027     | 20 AUG 2027       | MS&T27 Program<br>Specialty Alloy and Foundry Roundup*                                                                                                                            |
| NOVEMBER<br>Hot Flat Product Rolling                                                             |                          | 21 SEP 2027     | 27 SEP 2027       | Hot Strip Mill Roundup*<br>Plate/Steckel Mill Roundup*                                                                                                                            |
| DECEMBER<br>Long Products Rolling Technologies                                                   |                          | 19 OCT 2027     | 25 OCT 2027       | Long Products Roundup*<br>Pipe and Tube Roundup*<br>Women in Steel Conference Recap                                                                                               |

AISTech ad special\*\*\*

buy 2 ads, get 1 FREE!

Purchase advertising in the March and May issues at the published price and receive an ad in the April issue for FREE!

See AIST.org/AdvertisingSpecial for full details.

\*Industry Roundups are compiled by the AIST Technology Committees to cover the comprehensive steel production process from coke oven batteries, blast furnaces and electric arc furnaces to continuous casters and rolling facilities. Refer to page 5 for advertising opportunity.

Iron & Steel Technology – Monthly Publication

Specs and Pricing

Special Inserts

For more information on special inserts, please contact sales at +1.724.814.3000, ext. 2 or sales@aist.org.

Print Templates Available

Visit AIST.org/PrintAdTemplates for acceptable file formats and to download our ad templates. Please submit ad material to printads@aist.org.

A

Full Page  
Inside Front  
& Inside  
Back Cover

8.25" x 11.125"  
(213 x 283 mm)

A

Back Cover

8.25" x 8.625"  
(213 x 219 mm)

B

1/2 Island

4.4375" x 7.5"  
(113 x 191 mm)

C

1/2 Horizontal

6.8125" x 4.875"  
(173 x 124 mm)

C

1/2 Vertical

3.25" x 9.875"  
(83 x 251 mm)

D

1/4 Page

3.25" x 4.875"  
(83 x 124 mm)

4-Color Ad Price Per Month

| Ad Size                                     |                 | 1X                                               | Save 10%<br>3X | Save 15%<br>6X | Save 20%<br>12X |
|---------------------------------------------|-----------------|--------------------------------------------------|----------------|----------------|-----------------|
| A                                           | Full Page       | US\$4,950                                        | US\$4,455      | US\$4,208      | US\$3,960       |
|                                             | Back Cover      | US\$5,500                                        | US\$4,950      | US\$4,675      | US\$4,400       |
|                                             | Front Inside    | US\$5,200                                        | US\$4,680      | US\$4,420      | US\$4,160       |
|                                             | Back Inside     | US\$5,200                                        | US\$4,680      | US\$4,420      | US\$4,160       |
| B                                           | 1/2 Page Island | US\$4,070                                        | US\$3,663      | US\$3,460      | US\$3,256       |
| C                                           | 1/2 Page        | US\$3,630                                        | US\$3,276      | US\$3,086      | US\$2,904       |
| D                                           | 1/4 Page        | US\$2,750                                        | US\$2,475      | US\$2,338      | US\$2,200       |
| 2-Page Spread/Advertorial                   |                 | US\$8,500                                        | US\$7,650      | US\$7,225      | US\$6,800       |
| 1/2 Page Horizontal Spread/Advertorial      |                 | US\$6,100                                        | US\$5,490      | US\$5,185      | US\$4,880       |
| Industry Roundup, Logo                      |                 | Non-advertiser US\$1,000<br>Advertiser US\$500   | N/A            | N/A            | N/A             |
| Belly Band<br>Not Available for March Issue |                 | Single-sided US\$7,000<br>Double-sided US\$8,600 | N/A            | N/A            | N/A             |

A premium of US\$300 over the standard space rate will be charged for the May show issue. Premium charge varies based on ad size.

# Digital Advertising

| Position | 1X | Save 10%<br>3X | Save 15%<br>6X | Save 20%<br>12X |
|----------|----|----------------|----------------|-----------------|
|----------|----|----------------|----------------|-----------------|

### Rotating Top Leaderboard

The top leaderboard position provides maximum exposure on the following popular AIST webpages: Steel News, AIST Calendar, *Iron & Steel Technology*, Membership and AIST Resource Center. Five individual banner advertisements will share this premium placement, rotating on each page as visitors browse the site, giving your company recurring exposure across all listed webpages.

|   |                          |           |           |           |           |
|---|--------------------------|-----------|-----------|-----------|-----------|
| 1 | Rotating Top Leaderboard | US\$2,500 | US\$2,250 | US\$2,125 | US\$2,000 |
|---|--------------------------|-----------|-----------|-----------|-----------|

### Iron & Steel Technology

Prominent placement on the steel industry’s premier magazine webpage. Over 1,200 monthly views.

|   |                      |         |         |         |         |
|---|----------------------|---------|---------|---------|---------|
| 2 | Right Side Banner Ad | US\$700 | US\$630 | US\$595 | US\$560 |
|---|----------------------|---------|---------|---------|---------|

### AIST.org Homepage

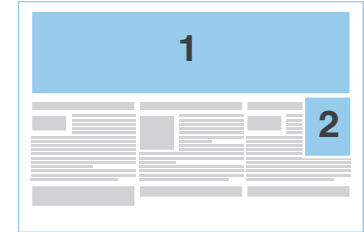
Create a company advertorial to be featured on the AIST.org homepage, with an average of 12,000 monthly views.

|   |                   |           |
|---|-------------------|-----------|
| 3 | Sponsored Feature | US\$5,500 |
|---|-------------------|-----------|

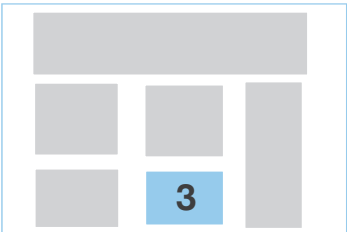
### AIST Social Media Posts

AIST will post company-sponsored content to our steel-specific LinkedIn (28.5K followers) and Facebook (5.8K followers) pages.

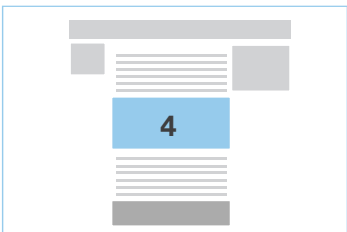
|   |           |
|---|-----------|
| 4 | US\$1,250 |
|---|-----------|



(1) 970 x 250 px  
(2) 170 x 200 px



(3) Image Size - 280 x 160 px,  
Headline - 10 words,  
Text - 30 words



(4) Image Size - 1200 x 628 px,  
Text - 280 characters



**Scan to take a quick tour**  
of AIST’s digital advertising placements across  
our website and email communications.

Increase your brand’s visibility with digital advertising on AIST.org. Our website attracts thousands of industry professionals seeking technical resources, industry news and event information, providing advertisers with a valuable opportunity to reach decision-makers throughout the year. Promote your products, services and solutions through strategically placed banner ads designed to keep your brand top of mind.

| Position | 1X | Save 10%<br>3X | Save 15%<br>6X | Save 20%<br>12X |
|----------|----|----------------|----------------|-----------------|
|----------|----|----------------|----------------|-----------------|

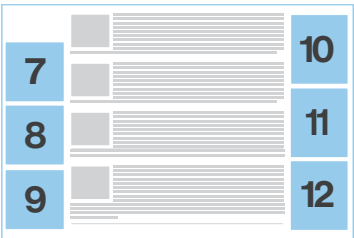
### Steel News

In-depth daily coverage of steel producers and suppliers, mergers and acquisitions, contracts, equipment, technology, and more. Over 13K in average monthly views.

|       |                                                                   |           |           |           |           |
|-------|-------------------------------------------------------------------|-----------|-----------|-----------|-----------|
| 7–9   | 1st–3rd Position (left)<br>Option to Submit Two Rotating Banners. | US\$1,500 | US\$1,350 | US\$1,275 | US\$1,200 |
| 10–11 | 1st & 2nd Position (right)                                        | US\$1,000 | US\$900   | US\$850   | US\$800   |
| 12    | 3rd–6th Position (right)                                          | US\$750   | US\$675   | US\$638   | US\$600   |

### Steel Industry Jobs

|   |           |         |         |         |         |
|---|-----------|---------|---------|---------|---------|
| 2 | Banner Ad | US\$700 | US\$630 | US\$595 | US\$560 |
|---|-----------|---------|---------|---------|---------|



(7–9) 220 x 200 px  
(10–12) 200 x 325 px

### Digital Ad Templates Available

Visit [AIST.org/DigitalAdTemplates](https://www.aist.org/DigitalAdTemplates) for acceptable file formats and to download our ad templates. Please submit ad material to [digitalads@aist.org](mailto:digitalads@aist.org).



**Scan to watch a short video**  
highlighting the impact of Relay Pro’s partnership  
with AIST over the past year.

A 10% premium over the standard pricing will be charged for all digital advertising over the months of March, April and May.

# Email Advertising

Email advertising is a powerful way to keep your brand in front of key prospects and customers. Our targeted email opportunities help you deliver timely, relevant messages directly to an engaged audience, increasing brand awareness, driving traffic, and generating qualified leads.

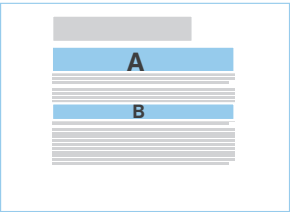
|                                                                                                                                                                                                                                         | Position    | Rate      | Distribution |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|-----------|--------------|
| Steel News Rewind                                                                                                                                                                                                                       |             |           |              |
| Sent to more than 40,000 global iron and steel industry personnel, this weekly newsletter provides the steel community with select announcements from AIST’s Steel News about North American and international producers and suppliers. |             |           |              |
| A                                                                                                                                                                                                                                       | Banner      | US\$2,000 | Weekly       |
| B                                                                                                                                                                                                                                       | Advertorial | US\$2,000 | Weekly       |

|                                                                                                                                                                       |             |           |         |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|-----------|---------|
| AIST Update                                                                                                                                                           |             |           |         |
| The AIST monthly email newsletter is sent to more than 40,000 global iron and steel industry professionals, informing them of all AIST and steel industry happenings. |             |           |         |
| C                                                                                                                                                                     | Banner      | US\$2,000 | Monthly |
| D                                                                                                                                                                     | Advertorial | US\$2,000 |         |

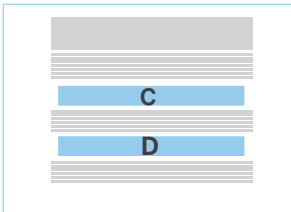
|                                                                                                                                                                                           |        |           |         |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------|-----------|---------|
| I&ST Digital Edition                                                                                                                                                                      |        |           |         |
| Exclusive to one company, this monthly email is sent to more than 11,000 AIST members and subscribers when the digital edition of <i>Iron &amp; Steel Technology</i> is available online. |        |           |         |
| A                                                                                                                                                                                         | Banner | US\$1,500 | Monthly |

|                                                                                                                                                                                                 |             |           |         |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|-----------|---------|
| AIST Student Newsletter                                                                                                                                                                         |             |           |         |
| Distributed monthly to more than 3,000 students. We offer two opportunities to promote open positions or internships available. Includes a company logo/image, URL and a descriptive paragraph. |             |           |         |
| D                                                                                                                                                                                               | Advertorial | US\$1,200 | Monthly |

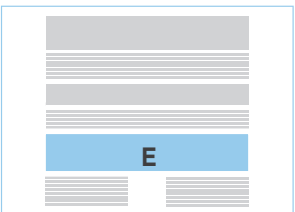
|                                                                                                                                                                                                                                                                                                                      |             |           |           |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|-----------|-----------|
| AIST Young Professionals Newsletter                                                                                                                                                                                                                                                                                  |             |           |           |
| Exclusive to one company per newsletter, this email is distributed quarterly to approximately 10,000 global iron and steel industry professionals, age 35 and under (not including students). Use the opportunity to promote relevant open positions or content targeted toward this young professional demographic. |             |           |           |
| Includes a company logo/image, URL and a descriptive paragraph.                                                                                                                                                                                                                                                      |             |           |           |
| E                                                                                                                                                                                                                                                                                                                    | Advertorial | US\$1,200 | Quarterly |



(A) 650 x 50 px  
(B) Headline - 66 characters,  
Text - 100 characters



(C) 650 x 50 px  
(D) Advertorial: Image Size - 160 x 60 px,  
Headline - 66 characters, Text - 66 characters



(E) Image Size: 120 x 120 px,  
Headline - 66 characters,  
Text - 100 characters

# Digital Ad Retargeting

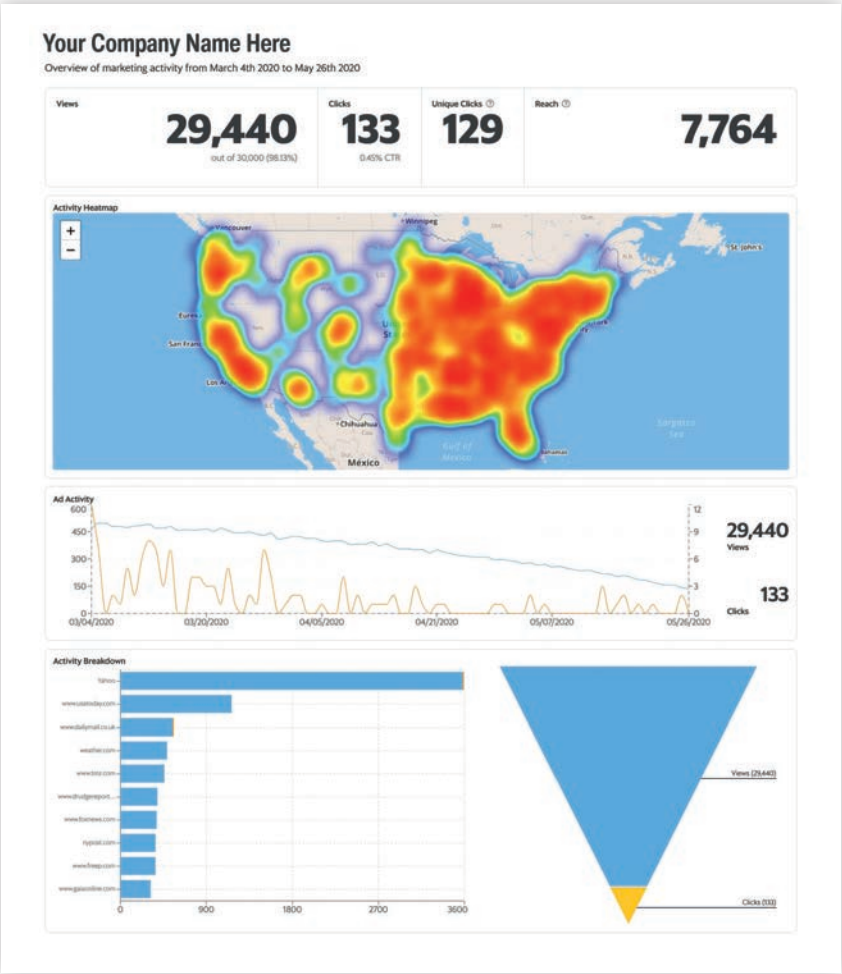
Extend your reach beyond AIST.org and stay in front of potential customers with ad retargeting. As the premier online destination for the global steel industry, AIST.org attracts professionals from every stage of the steelmaking process. Retargeting allows you to reconnect with these engaged visitors as they browse the web, increasing brand awareness, reinforcing your message and driving more qualified prospects back to your business.

| Price     | Duration | Number of Impressions |
|-----------|----------|-----------------------|
| US\$4,500 | 3 Months | 200,000               |

Why Retargeting?  
Our audience is your audience. You can have access to AIST.org visitors. Retarget these visitors with your company's ads anywhere they visit online.

Quality Targeting  
Ad retargeting with AIST guarantees sustained, specific exposure to the iron and steel industry audience you’re trying to reach, rather than broad, generic targeting on common ad platforms.

Quantifiable Results  
Advertisers will receive access to a detailed online dashboard to see campaign results in real time.



|                            |                               |                                 |                                 |
|----------------------------|-------------------------------|---------------------------------|---------------------------------|
| Leaderboard<br>728 x 90 px | Square Pop-Up<br>300 x 250 px | Wide Skyscraper<br>160 x 600 px | Small Rectangle<br>180 x 150 px |
|----------------------------|-------------------------------|---------------------------------|---------------------------------|

Advertisers to provide one ad of each size.  
Specs: .jpg or .gif static images only; no flash ads.

A 10% premium over the standard pricing will be charged for all digital advertising over the months of March, April and May.

# Directory — Iron and Steel Plants

Featuring data on essentially every U.S., Canadian and Mexican steel producer, this comprehensive resource also includes names and titles of executive, engineering, maintenance and operating personnel; an alphabetical listing of all major suppliers within the global iron and steel industry; a listing of associations and technical societies affiliated with the iron and steel industry; and complete geographical indexing for steel producers and suppliers of equipment, products and services.

## Why Advertise?

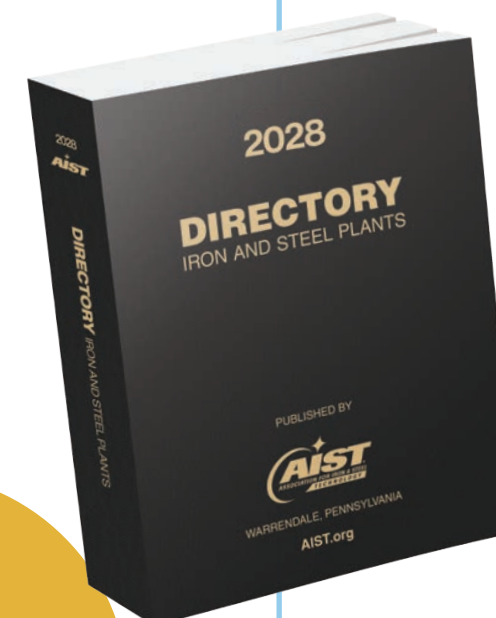
The *Directory — Iron and Steel Plants* has everything you need to know about steel producers, equipment, product and service providers, and major associations and technical societies.

## Audience

The *Directory* is used by steel company executives, operators, engineers and maintenance personnel. The annual publication is targeted to reach your prospects and customers, putting your company's information in front of the right people. Get a year's worth of advertising with one ad!

## AIST's best-selling publictaion

As AIST's best-selling publication, the *Directory* serves as an effective advertising medium, as well as a useful personnel source and sales tool. The *Directory* is used by steel company executives, operators, engineers and maintenance personnel.



4-color advertising opportunities for US\$1,700, which include a copy of the *Directory*.

Available as a printed book and e-book.

Complimentary copy mailed to a select group of steel industry VIPs.

**Ad Closing Date**  
6 Oct 2027

**Material Due Date**  
13 Oct 2027

**See [AIST.org/Directory](https://www.aist.org/Directory) for full details.**

# Sponsorships

## Sponsor an AIST Event!

Elevate your brand and achieve your marketing objectives with our sponsorship opportunities. Designed to deliver meaningful exposure and strong return on investment, our sponsorships position your company in front of both existing customers and high-value prospects, helping you build awareness, strengthen relationships, and drive business growth.

### AISTech

Steel's Premier Technology Event — More than 9,000 iron and steel personnel attend each year, making this the largest annual steel exposition in the world.

### Global Steel Dynamics Forum

World Steel Dynamics and AIST have joined to host the world's premiere executive event focused on industry dynamics, critical insights and essential strategic outlooks.

### Women in Steel Conference

Created to support the recruitment, engagement and professional development of women in the global steel industry, this event features panel discussions, keynote speakers, and leadership skills training to enhance attendee personal and professional growth.

### Member Chapter Events

With 22 Member Chapters globally, local professionals in the steel industry come together to participate in over 75 regional events each year.

### International Steel Forums

Steel industry executives will present their perspectives, experiences, challenges and road maps to incorporating new technology and transforming their production value chain.

### AIST Webinars

AIST webinars bring together industry experts to discuss topics and events impacting all aspects of the steel community.

### Technology Training Events

More than 4,000 industry workers attend these technology-specific training courses each year.

### Materials Science & Technology (MS&T)

Thousands of materials science personnel meet for this yearly technical conference and exposition.

**Let us help you make an impact  
on your marketing plan!**

**AIST Sales Team**

**+1.724.814.3000, ext. 2 or [sales@aist.org](mailto:sales@aist.org)**

#### AIST Anti-Harassment Policy

AIST has a strict Anti-Harassment policy and is dedicated to providing harassment-free forums for everyone. Visit [AIST.org](http://AIST.org) for full policy details.

